

MEN

Dobson says he can and will sell you a suit of clothes, shoes, underwear, hose, ties, etc., as reasonably and of as good quality as you can buy Anywhere. See him and make him Prove It.



SEE OUR HOBBERLIN SUITS

Some reasonable lines in

**SWEATERS
SCARVES
OVERSHOES
UNDERWEAR
WINTER CAPS
MACKINAWs, Etc.**

Stocks are fresh and designs new. Men's Wear is all we handle, but we handle it right.

E. DOBSON
STRATHMORE

PIONEER MEAT MARKET

So far as we are concerned the High Cost of living is a thing of the past. Our price on Beef is now as low as any time before the war, and the quality the very best.

SNATH & GARDNER

King Edward Hotel, Strathmore

Commercial Headquarters, Good Sample Rooms
Steam Heat, Clean and Sanitary Rooms
Suites and Rooms for Rent by Day, Week or Month.
Hall for Rent for Meetings, etc.

Arthur Westmorland, Manager.

STRATHMORE MEAT MARKET

We have a nice selection of Prime Beef, Pork, Lamb, Etc., on hand and can serve you right all the time.

STRATHMORE MEAT MARKET
BOORTZ AND McDONALD

Try Our Advt's.

THE STRATHMORE AND BOW VALLEY STANDARD.

Published Every Wednesday
Annual Subscription (paid in advance) \$2.00
U.S.A. & Foreign \$2.50
Editor and Proprietor John Mackenzie
Member Canadian Weekly Newspapers Association

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Terms—Small or transient advts. cash with order. Contract ad. accounts due 1st of month following insertion. Changes of advertisements must reach this office not later than noon each Monday.

Refusals of advertisements, sales etc., at which admission is charged, articles sold, or a collection taken, with the exception of actual church services, will be charged for at regular advertising rates.

The Publisher is not responsible for opinions expressed by correspondents.

Strathmore, Alberta, October 10th, 1921

A. F. Garland Farmers Man

Edward Garland, of Rumsey, Selection of Bow River Farmers

E. J. Garland, of Rumsey, received the nomination for the Bow River Farmers' Association convention for that district on Thursday. Fourteen names were placed in nomination and the last count gave Mr. Garland 175 votes.

There were 236 delegates and officials present at the convention. The convention nominated a total of 12. There was a stiff fight for the honor, there being no less than four names put in for nomination. These were: L. P. Schuchling, Elmdale; Donald Sinclair, Vauxhall; John Gaudet, Greenwood; Bert Ash, House Farm; J. J. Miller, Harewood; H. W. Leonard, Tabor; P. J. Rock, Morrin; J. Hinchinson, Lone Butte; M. J. Ward, Oldham; W. A. Hyatt, Bow River; W. D. Trench, Glenora; C. W. Robinson, Tabor, and Mrs. Mary Fernie, Sincerville.

Was No Surprise

Every faculty was given to each candidate to put his or her views before the delegates, but it was easily seen right from the commencement that Mr. Garland had made a most favorable impression, and it did not come as a surprise when the official result was announced.

In returning thanks, the selected candidate said he appreciated the honor and he sincerely hoped that the best would be well repaid.

Believed Drowned While Going After Duck

W. A. Stevens Car and Clothes Found on Shore of Chestermere Lake

The body of Mr. W. A. Stevens, a Calgary grain buyer, who has been missing for the past week, is believed to have been solved by the discovery of his Dodge car, and also his clothes on the shore of Chestermere Lake. On that assumption the lake is being drained for his body.

The discovery of the car was made by Mr. G. H. Patrick, C.P.R. engineer, Strathmore, and on the notification being given Constable Pakenham, Strathmore, assisted by a party of Calgary firemen, commenced dragging operations on the lake. A number of Mr. Stevens' friends have also participated in the dragging operations. Every possible effort is being made to find the body.

Footprints Are Seen

Footprints of Mr. Stevens could be plainly made out on Wednesday morning when the search party reached the scene, all the way from the machine to the edge of the lake. It is believed that Mr. Stevens shot a duck and then in an effort to retrieve the bird waded into the water. The water in the lake is shallow on the edge but gradually becomes deeper. Forty yards out the water is 12 feet deep. The bottom is soft so that one of the firemen got mired in this mud and was gradually sinking. It took two of the other firemen to get him out in the bank. The lake is a mass of weeds.

Thick Mud and Weeds

It is believed that the missing man was wading in after his duck because mired in the mud and tangled up in the weeds which are making it most difficult for the firemen to make much headway in the dragging operations.

Large Increase In The Use Of Silos In The Province

While economic conditions have prevented a large number of stock men from building silos this year, it is nevertheless stated on reliable authority that there has been an increase at least twofold in Alberta since last year.

In connection with this method of storing feed an interesting experiment is just now being carried out at the Canadian Pacific experimental farm at Strathmore. This has consisted of digging a pit eight feet deep, 24 feet long, and 16 feet wide. The only cost of this was the labor in the excavation. The silage is placed in this hole or trench, and the silage covered over with straw. Fred. Burton is in charge of the experiment but the Herald has pointed out from present appearances that the experiment was going to be eminently satisfactory.

It is not the intention that this should take the place of the ordinary silo as there were several disadvantages attending to it. It would however, have the advantage of making it possible for a man who did not at present want to go to the expense of building a silo or being able to supply excellent feed for his cattle. When opened the silage could be cut like a loaf of bread, to give the best employed by Professor Hutton.

—Herald, Calgary

A paragraph appears in the Winnipeg Free Press Telegram stating of actions in changing the name of Crowfoot Crossing to Glencliff. The old name, since the time of old times, Rip Van Winkle, indeed, for Glencliff has been the common name of our neighbor to the East for a long time past. There is the paragraph: EDMONTON—Old times in the Canadian West regard the crossing of the name of a small town in Alberta from Crowfoot Crossing to Glencliff. The original name was a tribute to one of the great Indian leaders of the west, Crowfoot, chief of the Blackfoot and head of the powerful confederacy of Blackfoot, Blood, Piikun, Sarcee, and other tribes. His jurisdiction extended over 16,000 warriors. He was the white man's deadliest friend in critical years.

Magrath, Alta.—Several heavy yields of wheat are reported by farmers in the district who have finished threshing. On one farm forty bushels to the acre were obtained on a field of 150 acres, and on another thirty-five bushels to the acre on a field of similar size. Yields of thirty bushels to the acre are fairly common.

Municipal District of Bow Valley, No. 219.

NOTICE OF IMPOUNDMENT
Notice is hereby given under Section 219 of the Rural Municipality Act that

1 Iron Mare, colt at foot, brand 6—right shoulder.
1 Iron Pig, wearing head stall, no visible brand.
1 Steer, holding white foot, strip in face, brand right shoulder looks like

was impounded in the pound kept by the undersigned in N.E. 1/4, S. 16, Tp. 23, R. 24, West 4 M. on the 25th day of September.
Dated at Nanaka this 8th day of October, 1921.
R. M. JOHNSON,
Poundkeeper

TIRE REPAIRS, VULCANIZING, RETREADING, Etc.

Belts repaired and vulcanized. CORD TIRE REPAIRS are a specialty of ours. All work guaranteed. Dealers in Gutta Percha Tires and Tubes.

Bring your tire troubles to us. We will put them right, quickly and cheaply.

WEST & FORBES

FIRST STREET STRATHMORE

CREAM SEPARATORS

I am overstocked with Cream Separators; will give a very special price on same.

WAGONS & GRAIN TANKS

Enquire as to price of Wagons and Grain Tanks. Oils and Greases.

C. W. OXLEY

Your New Home

We are here to help you with the plans of your new home and we give you rock bottom prices on your lumber.

Do not fail to consult us before deciding.

CROWN LUMBER CO., LTD.

L. B. O. LODMELL, MGR.

King Edward Grill

Most Up-to-Date Restaurant in Strathmore

Anytime you visit Strathmore make the King Edward your headquarters for meals. Clean, good service, reasonable prices.

If you come once to our Ice Cream and Soft Drink Parlor you will come often.

Standard Condensed Ads. Are Efficient

They Will Do It

THEY WILL SELL THAT ARTICLE.

THEY WILL FIND THAT VALUED POSSESSION.

THEY WILL LOCATE A HOUSE TO RENT.

THEY WILL BRING THOSE WHO HAVE AND THOSE WHO WANT TOGETHER.

They Are Standard Condensed Advt's.

The Cost is Small. Try One Today

Work of the Provincial School of Agriculture

As the result of an act passed by the Provincial Legislature in 1913, establishing a "School of Agricultural Education" in the Province of Alberta, 1919 these schools had proved so popular and had been so well filled by students attending not only from the immediate locality of each, but from all parts of the province, that it was decided to erect three new schools which would be ready for the students by the fall of 1920. The result of this decision was the new School of Agriculture at Gleichen, a second at Raymond, and a third at Youngstown.

The Gleichen School of Agriculture opens for its second year of instruction on October 27th, 1921, the lectures continuing until March 31st, 1922, with the exception of a ten day holiday over Christmas and New Year's day.

The Schools of Agriculture have been established especially to reach the farm boys and girls, and so train them that they will be better fitted for their life work, that of Agriculture in the case of the boys, and of Home Building and Economics in the case of the girls. It is required of those students entering the schools that they should be over sixteen years of age, whether boys or girls, and that they should be willing and able to profit by the work they undertake while in the school. Beyond this no standard of admission is required, and no entrance examination need be passed. It is the purpose of the schools to reach out to all farm boys and daughters and to the farmers themselves, placing at their disposal a course which is entirely free and to help them to be better farmers and better home builders. Neither is the material aspect of the training the only one sought here. To be a more efficient housekeeper and a wealthier farmer is attractive, to be a more economical housewife and homemaker is good, but not so great value than either of these is a training which will produce a man or woman with a broader outlook on life, and a fuller realization of the responsibilities which he and she, and also a better Canadian citizen in the fullest sense of the word. It is the aim of the Schools of Agriculture to do all these things.

The advantages of our system of Agricultural Education over the system prevalent in other provinces may now be briefly described. The other provinces of the Dominion, and the United States, with very few exceptions, differ from Alberta in their modes of Agricultural Education, in that they have established one central institution for each Province or State, as the case may be. At this central point courses are given, as we give them in Alberta, and work of an investigational nature is carried out. The advantages of our own methods, as compared with these may easily be given. In the main they are as follows:

1. With our Alberta system the Schools are taken closer to each individual farmer in the province; the farmer has a shorter distance to send his boy or girl to an Agricultural school, and all students have a shorter distance to travel so that the expense in connection with their training is materially reduced.

2. The "winter" as smaller units, in smaller areas, thus placing them in a better position for intensive study of the problems peculiar to their respective localities and are able to get into closer and more intimate touch with farmers and farm issues in their district.

3. In the matter of actual experimental work it is evident that in a province such as ours, where the soil, the grass, and where conditions of soil, climate and even of the marketing of farm produce are so varied that with each school operating as an experimental station for its own comparatively restricted locality, problems of crop production and soil utilization may be worked out, and information obtained which is directly applicable to the immediate locality in which the school is situated.

Details of Studies: The Course of Agriculture

The course of Agriculture which has been decided especially for farmers and farmers' sons over the age of sixteen, but which is open to any of that age who wish to take the course, includes the following subjects:

Field Husbandry, Irrigation, Animal

husbandry, Veterinary Science, Farm Mechanics, Farm Dairying, Poultry, Horticulture, Farm Management and Bookkeeping, Chemistry, Physics, Botany, Entomology, Bacteriology, Soils, English, Mathematics, Civics.

Some of these subjects are studied only during the second year of the course, e. g. bacteriology, soils and civics, but in general the second year studies differ from those of the first year in that more advanced work is taken up by the student in every case. The irrigation course will receive especial emphasis due to the fact that the territory from which the Gleichen School of Agriculture draws students is very largely irrigated. The methods of water application, the time of application, the laying out of farm ditches and their location, the relation of irrigation to weeds, to soil drifting, to alkali, to insect control and permanent agriculture will all be dealt with. This phase of the work will appeal especially to prospective students who are engaged in farming in the Brooks, Bassano, Patricia, Duchesne, Gleichen, Strathmore, and Vauxhall districts—in fact and who are confronted with problems of irrigation.

Detail of Studies: The Course in Home Economics

The course of study in Home Economics is as follows: Cooking and Foods, Sewing and Embroidery, Clothing, Textiles, Laundry, Household Administration, and Sanitation, Home Nursing, Hygiene and Anatomy, Dairying, Poultry, Horticulture, Physical Culture, English and Mathematics, Household Chemistry.

Student Organizations

By no means the least important of the school activities are those which the students themselves are responsible for, apart from actual classwork. By these are meant the student organizations and committees. It is realized that students coming from outlying districts have not always had the opportunity or advantages which may be derived from mixing with others of their own age for the purpose of building up social organizations. Every opportunity is given them to take part in recreation of body and mind by encouraging them to be active parts of Literary, Athletic and Social Societies in the school; to support their own officers and executives, and throughout the term to be responsible for athletics, literary and social evenings. By such experience as this it is hoped that they will be better able to help organize and direct the social life of their own communities upon their return to their homes.

Further Information

The above description may be an outline of the work each student can expect when in attendance at the Gleichen School of Agriculture. Any requests for information regarding any particular point concerning the school will be gladly answered if addressed to the Principal, School of Agriculture, Gleichen, Alberta.

SEED GRAIN DISTRIBUTION

The annual free distribution of samples of seed grain will be conducted as usual at the Central Experiment Farm, Ottawa, by the Dominion Cereals.

The following kinds of seed grain will be sent out this season:

Spring wheat, in about five pound samples; white oats, about 4 pounds; barley, five pounds; field peas, about five pounds; field beans, about two pounds; flax, about two pounds.

Only one sample can be sent to each applicant.

Applications must be on printed forms which may be obtained by writing to the Dominion Cereals, Experimental Farm, Ottawa.

As the stock of seed is limited, farmers are advised to apply early to avoid disappointment. Those who application has been received are peremptorily requested to send in their names at once so that application forms may be forwarded to them. No application forms will be furnished after February 1st, 1922.

C. S. SAUNDERS

Dominion Cereals

SOCIAL SERVICE COUNCIL

ANNIVERSARY DAY

—O—

Sunday, October 22nd, has been chosen by the Social Service Council of Alberta as a "Thanksgiving day" throughout the Province for the prohibition victory at the polls on October 25th, 1920.

Every citizen has been asked to set aside part of either the morning or evening service for a Temperance Message and a Thank offering.

WANT ADS. PAY

Facts Regarding The Grain Business

By CHARLES HIRSHITT
(Special to the Standard)

COUNTRY ELEVATORS

Setting Grain for Cash

The farmer selling his grain by the load to the country elevator, receives or should receive a cash ticket. This ticket is very similar to a cheque. It shows the gross and net weight, grade and price. This method is purely and simply a cash transaction. The farmer and the elevator operator have come to terms as to the weight, grade and price, and the cash ticket is issued. There can be no legitimate complaint afterwards. The time to complain is before the grain is unloaded. Country elevators generally appoint a bank as paying agent. If there are no banks in the town, a merchant is sometimes chosen. The ticket should be presented for payment immediately after it has been issued. Do not carry it around in your pocket. It isn't growing any larger because it does not have to be. And by carrying it around before cashing it, you are losing an opportunity for redress in case it isn't honored.

The Canada Grain Act requires that these cash tickets must be presented for payment within 24 hours after they have been issued.

If it should develop that the cash ticket cannot be redeemed, the shipper may at once, upon approval of the cash ticket to the elevator company, demand in exchange therefore a storage ticket bearing the same date and place of issue, and a similar grade and net weight be shown on the cash ticket.

If this procedure is carried out, the farmer is protected against any loss by the load filed with the Board of Grain Commissioners. In case of any trouble in this connection write immediately to the Secretary, Board of Grain Commissioners, Fort William, Ont.

Storing Grain by Grade

Under this method of storage a farmer delivers grain to the country elevator, and agrees with the elevator operator as to the grade and dosage. The shipper then receives for each load delivered a storage ticket which gives the gross and net weight, kind of grain and grade. The grade and dosage agreed upon between the farmer and the elevator operator, as placed on the face of the ticket, and this renders the elevator company responsible, not only for the net weight on the ticket, but also for the grade named thereon. By this method of storage, the elevator company can buy the grain with other grain, but they are responsible to the farmer for the amounts and grade specified. If a farmer can't get a better price for his grain to the elevator company, in this is done by will surrender his tickets, pay the elevator charges and receive either a cash ticket, as mentioned heretofore, or a cheque for the full amount. If he cannot come to terms or a price, he can order the grain loaded out, and sell it either on track or on commission. If sold on track he will receive a cash purchase order. If sold on commission, the elevator operator must contain the grain and make out the bill or invoice in accordance with the farmer's instructions.

A farmer should remember that he can get more as a rule for grain that has been inspected officially and weighed. This is called "net" price, for a farmer should study the prices and see that the discount charged is not too much.

In storing grain under this method a farmer should remember the following two things:

1. Get a ticket for each load delivered, specifying the grade and weight.

2. That he has the right to ship the grain to whoever that person he desires.

(To be Continued)

Montreal Que.—Commenting on the Emergency Tariff Bill and the procedure before the passing by its sponsors that wheat would sell for 25¢ a bushel more in the United States than in Canada, the Wall Street Journal says that "never since the tariff has went into effect has wheat in the United States sold higher than in Canada. The daily quotations show there was not a 'Thanksgiving day' in Canadian wheat sold as low as in this country. It actually averaged 25¢ a bushel higher in Winnipeg than in Minneapolis."

Look up the label on your subscription and see if you are paid up. The figures after the month are the last two of the year to which you are paid.



THE FORD

will travel the prairie roads

Summer & Winter

Rough Trails or Smooth, In Snow, Mud or Slush

It will stand the rough usage of winter better than any car made, cost you less to run, repairs cost you less, and there are less of them.

Even if you own a big car, it will pay you to stable it for the winter and use a Ford.

The cost of a Ford Car is lower now than it has been since Fords were first made, and they carry every necessary modern improvement: electric starter, lighting, and ignition.

W. C. BROWN, Ford Dealer

Municipal District of Kamus

No. 219

—O—

TAX SALE

—O—

NOTICE is hereby given that certain lands in the Municipal District of Kamus, No. 219, will be offered for sale for arrears of taxes, and commencing on Saturday, October 28, 1921, at the Municipal Office Station 524-25-1 W. 4, commencing at 2 p.m. A full list of said lands may be found in the issue of the Standard and Bow Valley Standard, dated Wednesday, September 15, 1921, and supplementary list in issue of same paper of date September 21, or at the office of the Secretary.

Unless these arrears of taxes and costs are now paid, I will proceed to sell the said lands at the time and place above mentioned.

Dated at Regina, September 15, 1921.

F. J. EWING

Secretary-Treasurer

26-10-21



Labor Saved

In doing the household vacuuming is one good reason why

DELCO-LIGHT

should be a part of your farm equipment. Delco-Light will supply all the electric light you require, besides it will operate the vacuum cleaner, chaff, cream separator, etc. So think a Delco-Light is a short Pay for itself in a short time. Ask for a demonstration.

ROLAND HILL

—O—

Look up the label on your subscription and see if you are paid up. The figures after the month are the last two of the year to which you are paid.

Mr. Business Man

Newspaper Advertising

Will Put Money

In Your Till

The world's big mercantile businesses have built up by advertising.

The smaller businesses will benefit relatively just as much by steady persistent and intelligent advertising.

Competition is keener today for the business available than it has ever been. To hold your business and to increase it you have to get close to the buying public.

Advertising in the Strathmore and Bow Valley Standard will put you next to several thousand readers, in your immediate vicinity. They would rather deal with you than with Calgary or Winnipeg if you can give them a price, quality, and service, and let them know it.

Our ad. rates are fair and reasonable and our service is first-class.

ADVERTISE NOW AND ALL THE TIME

Strathmore and Bow Valley Standard

John Mackenzie, Proprietor.

UNRESERVED

AUCTION SALE

East Half Sec. 15, Twp. 25, Rge. 22

West of 4th.

One Mile North of Standard, Alta.

Saturday, October 22

at 1 p.m. sharp

On instructions received from The Northern Trust Company, Administrators in the Estate of Peter J. Neilson, I will sell without reserve, the following:

6 WORK HORSES (average weight 1250 lbs.) 1 COW, 1 HEIFER, 100 CHICKENS AND HENS

IMPLEMENTS, Etc.

Gas Engine, McCormick Binder, International Sander, Disc Harrows, Disc Plow, Oliver Chain Plow, Hand Plow, Mower, Rake, Wheelbarrow, Wagon and Hay Rack, Wagon and Box, Disc Sower, Disc Harrow, Set of Disc Harrows, Doubletree and Economy Set of Disc Harrows, Cart and Harness, 6 Sets of Work Horses, Farming Mill, Sundry Tools, Etc., Etc.

HOUSEHOLD EFFECTS

Quantity of Household Furniture and Furnishings.

Terms Cash — No Reserve

J. W. DURNO, Auctioneer

Phones: E5107, M7595

Yards, Calgary.

SHAMROCK AND MAPLE LEAF

On Lake Louise, Alberta

— — —

This lake is God's best picture; that

is why

He hung it on the mountains and the sky

And set it in a beautiful frame

Art galleries of heaven have none more

And in the clouds the angels sit and gaze

To be inspired by the vision here

Springtime in Ireland

A way lake at foot of snow

Draws all the soulers of the land

Pale cowboys dance on the hills

Give fragments to each passing breeze

The peaty humours of the shores

That velvet leaves out on the road

Her Pretty Hair

Within her hair shade hid beauty

To have a dwelling made

But, angels bled it with the sun

Round the World For Fifty Cents

— — —

A novel and interesting form of entertainment was staged by the ladies of the Anglican Guild in the Trip Round the World on Monday evening.

Starting from the Opera House, the convalescents were taken round in cars first to Scotland, at the house of Mrs. Brown, next to Ireland, Mrs. Crockett's; then Italy, Mrs. Ryan; America, Mrs. Haines; England, Mrs. Hill; Japan, Mrs. Woods, and finally Canada, at the Opera House, Mrs. Brown.

All the ladies called were appropriately decorated, and dresses, also appropriate, were worn.

Following the trip, everybody went back to the Opera House, where refreshments, etc., were engaged in till an early hour with the utmost enjoyment.

The evening was most successful and enjoyable throughout, and the Guild thanks benefited to the extent of \$25.00 after paying expenses.

— — —

ARREARS OF TAXES

All those who are in arrears of taxes and who are liable thereby to have their property placed in the sale are notified that, according to the provisions set forth in the tax act, it is not necessary for the owner of each individual should be notified of its property being put up for sale.

The only notice required to be given is that which appears in the tax sale when advertised. The tax of not being personally notified should not be taken that the property on which there are arrears of taxes will not be put up for sale. It would be well for those in arrears to remember this.

And made it out and made it.

Brown Blossoms

Perhaps the flowers of heaven are little flowers.

That here in earth were known on the ground.

Behold the house of heaven and happy hours

That here we often sought, but never found.

These are verses taken at random from Irish and Canadian poems, by Michael A. Deane, with introductions by George H. Hume, the veteran Canadian author and historian of the C.P.R. The book which is beautiful.

Illustrated by the artist, the Modern Printing Company, 39 David Street, Montreal.

Valley of Pure Iron Discovered

— — —

The Edmonton papers of October 1 contained a remarkable story of the discovery of a whole valley of pure iron in Northern Alberta, where millions of tons are ready for shipping without any mining at all.

A whole valley of almost pure iron lying on the shores of Lake Athabasca with deep water rights to the chin has been discovered in the north by Norman C. Butterfield and A. B. Brierley. Analysis shows that it is 61.36 pure iron; 154 million tons have been measured out, while five million tons in the shape of horse blocks is lying on the surface of the ground close to the lake ready for shipping without any mining operations being necessary. The iron was discovered in the north by Mr. Butterfield and his son, the finding being purely accidental. They had come to Pond Lake, on the east end of Lake Athabasca, at the time when this district was the scene of a stampede for title. Reaching their camp, they found a horse on the rocky shore of the lake by an open pack and where they landed the beach was covered with the iron ore, the discovery of which was given to the public for the first time.

Careful measurements were taken of the claims and maps made. The area was run over the outcroping iron ore, and on comparison it would appear that at least there is 154 million tons available, but this figure, it is said, will be exceeded when operations of the claim are begun. In addition, a vast quantity of the ore is lying loose on the ground, and all that is required is to remove it to the water front and ship it to the market. The Butterfields for the last 18 years have been residents of the Edmonton district, and in addition, in the present find, discovered a vast deposit of roofing coal in the Rocky country. This latter deposit has been proved by diamond drill to contain 100,000,000 tons of coal available suitable for the reduction of iron ore, and the finding of this field resulted in the sale of the mineral rights on a very large figure by the discoverers.

— — —

READ THESE ADS.

IRRIGANCA NEWS

— — —

It has been reported that the U.F.A. here, being dissatisfied with the action of the District meeting have nominated Mr. H. H. Miller, our local news agent, as their candidate in the coming election. Officials of the local U.F.A. have, however, issued a declaration of independence, stating that Mr. Lasher, of Calgary, was in the village this week.

Mr. Dickson, of Calgary, spent a few days in Irricana, and here met with his sister, Mr. Colquhoun.

Mr. Weston and family, formerly of Irricana, have moved back from the United States and are residing in Calgary.

Owing to the fine weather some of the farmers who have completed their threshing are now busy haying.

The first rafter given by the Ladies Aid was an entire success. The proceeds amounted to over \$120.

Mr. and Mrs. Kerr, of Toronto, en route to the coast, spent a week at the home of Mrs. Kerr's brother, Mr. S. J. Ewing.

Mr. Lindsay has rented his farm to Mr. James Bond who lives west of Irricana.

The farm formerly owned by Mr. Murphy has been rented to Mr. Paul Allen of Belvedere.

Miss Cate, who has been attending school in Irricana for the past year, is leaving for Calgary where she will attend high school.

— — —

AN UNRESOLVED TESTIMONIAL

Editor, Strathmore Standard:

I have advertised in the Edmonton Journal, the Saskatchewan Herald, and Star, and also the Lloydminster Times, and I must confess that the results are not what I expected.

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Value of Advertising

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Extract from Address by E. B. Hest at Manitoba Retailers Convention

You have got to tell the people what you have got in your store; you have got to advertise. Advertising is the modern way of selling goods and making retail stores efficient. It is the modern way of reducing overhead.

Advertising, how? Not merely by newspaper, and merely getting out a picture in the paper and your name at the bottom, not merely publicity by putting a picture of a piece of merchandise in the paper and your name at the bottom of it. Advertising is telling the people about the goods you have got in your store, by describing them and telling them all about them.

Putting in sales talk in your copy, making them want them; advertising by giving 50 per cent of your effort to description of merchandise and one per cent to price and display and arrangement.

Just take any country newspaper that you want to look at. These might be an exception perhaps in this whole Dominion, one or two, but take one of them and look it over and see the advertising of the merchant and you will see they do not describe their goods. They do not put selling talk in. They do not answer the questions the customers want to know about the merchandise, and you have got to do it if you are going to make that competition; if you are really going to serve them you must get out of your mind the idea that advertising is publicity and get into your mind thoroughly the idea that advertising is salesmanship on paper.

You would see every store you have got if the clerk tried to sell you the wax; you try to tell them in a newspaper.

Now, there is another side to this. I want to mention it to you. It is to tell the advertising you can do in your newspaper. Some of you are in towns, perhaps small, and haven't got a newspaper, but it does not make any difference how small a town is or how big a town is, just remember that no store can be as efficient as it ought to be whether it is in the big city as big as this or in a town as small as 25. No store no matter how small it is, can be as efficient as it ought to be in its organization. It has an up-to-date and a complete mailing list.

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